

**DEVELOPMENT CONTENT RADIO BROADCAST FOR PREVENTING
BULLYING IN THE ALLEY COMMUNITY: AN ANALYSIS VALIDITY AND
PRACTICALITY OF MULTIPLATFORM MEDIA AS A PREVENTIVE STRATEGY**

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Abstract

Study This develop content multiplatform based radio broadcast for prevent bullying in society Makassar City alley . With Research and Development (R&D) approach using the 4D model (Define, Design, Develop, Disseminate), research This aim For measure validity and practicality content broadcast as a bullying prevention strategy . Validation conducted by media and bullying prevention experts , while practicality measured through trials field in society corridor . Research results show that content broadcast get validity high , with Aiken's V scores averaged 0.79, as well evaluation positive to substance , language , and technical broadcasting . Practicality content is also rated very highly , with Aiken's V value of 0.86 in the aspect technical broadcasting and 0.92 on culture local . Although Thus , there are suggestions for improvement , including improvement visual design and customization content to be more relevant with context local . Research This give contribution important in use of broadcast media as means preventive For addressing bullying in society congested population . Findings

This expected can become base For development more carry on in bullying prevention using social media and broadcasting , as well as strengthen role public in effort education social .

Keywords : content radio broadcast , multiplatform, bullying prevention , community hallway , validity , practicality .

Introduction

The phenomenon of bullying, which often occurs considered as problem social usual , has become issue Serious with very significant impact to mental health and development individual . Bullying is not only affecting the victim but also the perpetrator , who often gets trapped in pattern behavior aggressive that can continue until adults . In society with level density high population , like public alley in Makassar City, bullying becomes more problems urgent and demanding attention seriously , considering limited source Power For overcome phenomenon This in a way comprehensive . Impact psychological The effects of bullying can be very damaging , causing mental disorders such as anxiety , depression , and decreased sense of confidence self (Midgett et al., 2023; Crouch et al., 2025).

As impact term long , bullying has profound influence to development social and academic problems of the victim, which often results in difficulties in undergo interaction healthy social , as well as decline performance academic (Gaffney et al., 2021). In context this , society the hallway that has limitations access education and resources Power mental health facing challenge big in reduce bullying figures . Limitations facilities and low level awareness about the danger of bullying is increasing make things worse condition This .

According to Esteban et al. (2020), bullying can trigger formation pattern behavior continuous aggressiveness until adults , who finally influence interaction social and individual mental health in term long . Phenomenon This become more complex with existence shift of bullying from form physique become more digital form difficult detected , such as cyberbullying which is now the more rampant among children and adolescents . Along with development technology , especially social media , bullying has become more difficult For overcome Because can happen When anywhere and anytime , without hindered by physical and time boundaries .

In an attempt overcome problem this , a lot approaches that have been proposed , but part big need source great power and a long time . Therefore that , is necessary approach innovative that can reach audience in a way wide with relative costs low , one of them is through utilization of broadcast media , especially radio. Broadcast media , especially radio, has ability For reach a more diverse society wide in short time and with cost efficient . Radio can become means very effective education , especially in increase awareness public about the dangers of bullying and providing information about ways prevention . Leff et al. (2020) showed that the radio program is informative and educational can change behavior and provide greater understanding Good about problem crucial social issues , including bullying.

approach that combines radio with other digital platforms , such as streaming and social media , can strengthen messages bullying prevention and targeting larger audience diverse , good from

aspect age , background behind , and media preferences . With approach these messages bullying prevention does not only can reached by conventional radio listeners , but also by users of more digital platforms younger and older active online , as described by Peng et al. (2022).

In context study here , there is a number of question the necessary keys answered . First , the factors What only that affects validity and practicality content broadcast in prevent bullying? Hidaayah et al. (2023) suggested that participation of parents , teachers, and community own great influence to effectiveness of bullying prevention programs , and things This need considered in measurement validity content broadcast . Therefore that , measurement validity must involving bait come back from various stakeholders interests , including educators , parents , and members public .

A number of research , such as that conducted by Gaffney et al. (2021) and Dardiri et al. (2020), recommends development instrument For measure impact content and acceptance audience to the message conveyed . Therefore that 's important For designing systematic method For evaluate validity and practicality content broadcast , good through surveys , interviews , and trials field . In addition , the challenges What only faced in implementation content broadcasts in the community hallway ? Leff et al. (2020) noted that challenge main often comes from from resistance or lack of understanding from part member public to importance bullying prevention , as well as limitations infrastructure that can support this program . Research This aim For identify obstacles and provide recommendation For overcome challenge the in implementation in the field .

main purpose from study This is For evaluate validity content developed broadcast as means bullying prevention . Validity content will measured with involving experts in the fields of broadcast media and bullying prevention , as well test content in the field For get bait come back from larger audience extensive . In addition , research This aim For evaluate practicality content broadcast in implementation in society hallway . Assessment This expected can give recommendation for development more content effective in prevent bullying in the future come (Yuliza & Daulay , 2023).

From the corner view theoretical , research This will contribute to development knowledge knowledge , especially in utilization of broadcast media as means preventive in overcome problem social , such as bullying. Research this will also give outlook new about importance approach media -based in bullying prevention in densely populated communities population . This is in line with study previously shown success use of broadcast media as tool education social (Wulandari, 2022).

Practical benefits from study This is give useful information for broadcast media , government and society in develop content more broadcasts effective in prevent bullying. In addition , the results study This can become base For formulate bullying prevention policies and strategies that involve the media as tool main . With Thus , research This expected can give contribution positive in create a better environment safe and supportive for society , especially in densely populated urban areas resident .

Focus study This limited to content multiplatform based radio broadcast aimed at For public alley in Makassar City. Measurement validity and practicality content broadcast will done use results validation from experts , trials field , as well as analysis of the practical data obtained from surveys and interviews with engaged audience in trial field . Research This No covers form intervention others , such as training or based programs school , but rather more focused on broadcast media as means main in bullying prevention .

Research methods

Approach Study

Study This use approach **Research and Development (R&D)** with the 4D model (**Define, Design, Develop, Disseminate**) which aims For develop content Multiplatform radio broadcasts as a strategy for preventing bullying in society hallway . 4D model selected Because give framework structured and clear work , which allows researchers For follow stages systematic in identify problem , designing solutions , develop products , and distribute the results . Stages This important For ensure that content broadcast produced truly relevant with condition social and needs society that becomes targets , in particular in effort prevention bullying behavior . With Thus , this model No only focus on development content , but also integrate dynamics social in the field .

This R&D approach is very suitable in context media development , in particular radio broadcasts , which can respond need public in relative time fast . In line with study previously , the approach This allows researchers For assess and develop suitable product with need existing social , while ensure quality and effectiveness from developed content . Through study this , it is hoped can create innovation that can reduce impact negative from bullying through broadcast media which is educational and easy reached by the audience.

Approach Quantitative and Qualitative

Study This adopt approach **mixed methods** with combine **quantitative** and **qualitative data** . Approach quantitative used For evaluate **practicality** and **effectiveness** content broadcasts that have been implemented in society corridor . Quantitative data obtained through questionnaire designed For measure impact content broadcast to knowledge , attitudes , and intentions public related with bullying. Measurement quantitative allows researchers For get objective and measurable data about to what extent the content broadcast succeed reach desired goal .

Temporary that , approach qualitative used For get more insight deep about **validity** content broadcast in context social issues in society corridor . Qualitative data collected through semi-structured interviews and observations directly , which provides description about perception public to broadcast content , as well as context social influences reception content the approach mixture This allows researchers For dig more information broad and deep , as well as give greater understanding comprehensive about relevance and effectiveness content in bullying prevention .

Research Design

This study follow four stage in a **4D** model , which is designed For ensure that every stage development content customized with need society and can tested try in a way structured :

1. Define (Definition)

- Stage This focused on **identification need society** and related problems with bullying. The process of defining done with method **observation field** and **interviews** with various parties in society corridor , including parents , bullies , victims of bullying, and figure society . Through initial data collection this , researcher can identify the most relevant and pressing issues For overcome through broadcast media . This process ensure that developed content own clear and appropriate goals with context existing social .

2. Design (Planning)

- At the stage this , content multiplatform based radio broadcasts are designed with consider **program format** , type **content education** , and how to delivery appropriate message with characteristics public hallway . The program format must be customized with preference audience and ensure **accessibility** as well as easy **understanding** . Design process This involving manufacturing scenario content , selection of broadcast platforms (radio, streaming, and YouTube), and compilation the structure of the event that will be executed .

3. Develop (Development)

- After design content finished , stage development started with manufacturing **prototype content** . Content that has been designed Then validated by **media** and **bullying prevention experts** For ensure that content the effective in convey desired message . Validation process this is very important For evaluate whether developed content Already fulfil the criteria set , good from side science and side practice . After validated , content Then tested try it in the field with involving public hallway For measure response they to broadcast content .

4. Disseminate (Spread)

- After content broadcast declared valid and effective , stage furthermore is **distribution** . Content that has been validated will disseminated through various media platforms such as radio, **streaming** , and **YouTube** For reach larger audience wide . Spread This will accompanied by with **evaluation** and data collection from exposed audience content , in order to do necessary repairs and updates . This process nature **iterative** , which means that distribution content will Keep going followed with evaluation For ensure content still relevant and effective along time .

Subject Study

Subject study This covers various group public alley in Makassar City which consists of of 30 people, who are expected can give description holistic about bullying phenomenon and efforts prevention . In addition , there are also 3 validators in the field of broadcast media and bullying prevention which will evaluate validity developed content .

Instrument Study

Study This use a number of instrument For collect data in a systematic . Semi- structured interviews used For dig information related with perception public against bullying and need they in bullying prevention . Furthermore , observation directly in the field done For understand dynamics social public related to bullying and For evaluate response to content broadcasts received . While questionnaire used For measure **practicality** content broadcast after the trial field . Assessment from media experts and bullying prevention carried out For evaluate to what extent the content broadcast fulfil criteria that have been set in study This .

Procedure Data collection

Data collection was carried out in a way gradually , starting with definition problem through observation and interviews . Prototype content that has been designed Then validated by experts For ensure its quality , and so on tested try it in the field . Trial This involving audience from public hallway For get bait necessary return in the process of being perfected content .

Data Analysis Techniques

Analysis Validity done with using validity test For evaluate to what extent the content broadcast fulfil criteria validity that has been determined by experts . Analysis results This become base For revision content needed to be more effective . While **Analysis Practicality** Use questionnaire For measure practicality content based on the feedback obtained from respondents after take part in the trial field .

Results

Demographics Respondents

Based on population data Banta- bantaeng sub-district , district Rappocini Makassar city has area of approximately 12.97 ha, with amount The population consists of 17,385 people of 4,347 families divided in 8 RW and 69 RT. Comparison area with amount existing residents , shows that Banta- bantaeng sub-district own density significant population . They majority domiciled in aisles spread across 117 aisles.

Data obtained through observation in the middle May 2025, RW 05 area with population of 495 families known as potential areas tall occurrence action violence and bullying. Thus , this area become locus research , especially in RT 08/RW 05. The population of RT 08 consists of from 60 families. In the community with density high , interaction intense social can increase potential occurrence conflict and violence , including bullying.

Validity Results

a. Manual Book

Before enter analysis deep , necessary understood that table This show results evaluation to various aspect or component book guide used in education community . Aspects assessed covers suitability objective book guide , quality materials , as well as integration mark culture local applied in context education . Assessment This done with use Likert scale showing

extent of each aspect own relevance and effectiveness in accordance with need society . Aiken's V is used For measure level agreement among experts , which results in mark from 0 to 1, with mark the more approaching 1 indicates very high agreement .

Table 3.1. Validation Manual Book

NO.	ASPECT/COMPONENT	VAL 1	VAL 2	VAL 3	Aiken's V	KET
1	Clarity and relevance objective book guide	3	4	4	0.89	Very high
2	Compliance content with need Alley Community Education	3	3	3	0.67	Tall
3	Quality material about bullying and prevention strategies	4	4	2	0.78	Tall
4	Language used easy understandable and communicative	4	3	4	0.89	Very high
5	Structure and flow presentation content systematic and logical	3	4	2	0.67	Tall
6	Integration mark culture local and approach participatory	3	3	3	0.67	Tall
7	Creativity presentation content (variety shows, filler, etc.)	3	4	2	0.67	Tall
8	Compliance book guide with P3SPS KPI principles	4	4	4	1	Very high
9	Benefits of books guide as a broadcast medium educative	4	4	4	1	Very high
10	Eligibility book For used in a way widespread in society	3	3	3	0.67	Tall
	Average				0.79	Tall

The table above show results evaluation to various aspect or component content radio broadcast based on validation of Aiken's V. In Overall , the average value of Aiken's V was 0.79, which is indicative level high validity For content broadcast said . Some aspects , such as "The language used easy understandable and communicative " and " Feasibility book guide For used in a way widespread in society ", even get very high Aiken's V values (0.89 and 0.84, respectively). This indicates that language used in content broadcast considered very easy understood , and book the guide provided considered very appropriate For used by society . Aspects others , such as " Suitability content with need education public hallway " and " Creativity presentation content " obtain high Aiken's V value (0.67-0.78), indicating that content the relevant and creative although Still there is a number of room For repair . In overall , results evaluation This describe quality content excellent broadcast in bullying prevention .

The table above show notes and suggestions from the validators and action further necessary done . Some important suggestions are given covering use of more operational words clear , more cover design interesting , and addition example implementation local For add relevance content with public local . The validator also recommends that the instructions reading in each part made more easy understood and added glossary For term technical broadcasting to be more easy understood by the community general . In addition , some other suggestions covers broadcast rundown format adjustments For consistency , development of book manuals digital guides , and additional evaluation for the program. Action carry on from these suggestions including repair design , additions content , as well as update manual book for more in accordance with need public in bullying prevention . All these suggestions aim For increase quality and effectiveness content broadcast in overcome bullying problems in society hallway

b. Content Media Broadcast

Before discuss results research , the following This is table showing evaluation to a number of aspect important things to be evaluated . Assessment This aim For evaluate quality book guide in aspect substance , style communication , technical broadcasting , as well as integration culture local and values social . Every aspect given mark based on evaluation from a number of parties , who then counted using Aiken's V for see level agreement among the experts involved . The more tall Aiken's V value , the more strong expert consensus about the quality of each aspect .

Table 3.2. Content Media Validation Broadcast

No	Aspect	Val 1	Val 2	Val 3	Aiken's V	Information
1	Substance	3.5	3.25	-	0.79	Tall
2	Language and style communication	3.76	3.33	-	0.83	Very high
3	Broadcasting Techniques	3.66	3.66	-	0.88	Very high

4	Culture Local and Social Values	4	3.5	-	0.92	Very high
Average					0.86	Very high

The table above show results content media validation broadcast based on a number of aspects that are assessed . In general overall , Aiken's V value for all over aspect is in the category **"Very high"** with an average of 0.86. The aspects that received highest Aiken's V value is **"Culture Local and Social Values "** with value 0.92, indicating that content broadcast is very relevant and appropriate with mark social the target community . In addition , the aspect **"Broadcasting Techniques "** also gets mark high 0.88, which indicates that aspect technical in delivery message effective and feasible For applied . Although **" Substance "** own Aiken's V value is more low (0.79), results This Still classified as high , showing that substance content Enough in accordance with objective Bullying Prevention . **"Language and Communication Style "** get value of 0.83, which indicates that language used in broadcast easy understandable and communicative For audience . In overall , results validation This indicates that content broadcast own very good quality in convey message related prevention of bullying in society .

The table above containing notes and suggestions from the relevant validator content broadcast , along with action further necessary done . The first suggestion remind For **avoid sentences that have multiple interpretations** , with action carry on in the form of explanation more sentences clear and precise so as not to cause ambiguity . Second suggestion emphasize importance **notice culture and character social culture** in compilation content , which will to be continued with adjustment content in accordance with validator suggestions for reflect values culture public local . Third suggestion focus on choosing the right words in sentences , especially in context possible technicalities difficult understood by the audience general . The validator recommends For use **more languages simple and easy understood** , and avoid necessary terms context high . Action he continued is use Language local or dialect area For increase understanding audience and convey message with more effective . All these suggestions aim For increase quality content broadcast to be more in accordance with audience and more easy understood by the people of Lorong.

c. Questionnaire Practicality Response Users

Study This aim For measure and evaluate practicality of content media radio broadcasts in educate society , especially in prevent bullying behavior . One of them aspect important things that need to be done noticed in development content broadcast is to what extent the content the accepted and considered effective by the audience . Therefore that , for ensure practicality and relevance of content media broadcast , required tool precise measurement For evaluate response users to various aspect broadcast .

In research this , assessment practicality done with using Aiken's V, which is method statistics For measure level agreement between assessor to instrument or the item being evaluated . Aiken's V is used For count how much big level agreement between the panel of

experts or respondents to instruments used in measure practicality radio broadcasts in bullying prevention .

Study This apply Aiken's V formula on various related aspects with quality and practicality content broadcasts , such as language used , relevance content , convenience understanding , visual format, and appropriateness time broadcast . Every component assessed based on scale assessment that has been done determined and calculated For produce Aiken's V value which shows level the practicality of each element .

Table 3.4 Validation Practicality Response Users

NO.	ASPECT/COMPONENT	VAL 1	VAL 2	VAL 3	Aiken's V	KET
1	Language used in questionnaire easy understood and respondents	4	-	4	1	Very high
2	Every grains statement relevant with objective For measure practicality use content broadcast .	3	-	4	0.83	Very high
3	Questionnaire own systematic and organized structure with Good	3	-	3	0.67	Very high
4	Instrument questionnaire reflect aspect convenience use broadcast by the community .	4	-	4	1	Very high
5	Time required For fill in questionnaire appropriate and inappropriate burdensome respondents	4	-	3	0.83	Very high
6	Instruction filling questionnaire clear and not confusing	3	-	4	0.83	Very high
7	Rating scale used tepayt For measure practicality	3	-	3	0.6666667	Very high

8	Item questionnaire Already covers various aspect practicality (accessibility , usability , comfort)	4	-	4	1	Very high
9	Visual and tta formats location questionnaire support comfort filling	4	-	3	0.8333333	Very high
10	In a way overall , questionnaire worthy used in practicality testing content radio broadcast	3	-	4	0.8333333	Very high

The table above serve results validation instruments that aim For evaluate practicality content radio broadcasts in educate public regarding bullying. Assessment carried out by three validators with use Aiken's V scale , which measures agreement between assessor to every grains in instrument . The results of Aiken's V show that all items obtained mark between 0.666 to 1, with "Very High" interpretation across all aspects being tested . This is indicates that in a way overall , instrument considered very valid and practical by experts .

e. Guidelines Interview

In research this , guidelines structured interviews has through the validation process filled by two experts . The goal is For ensure that every component in guidelines own suitability with objective interview as well as can understood by respondents in a way clear . Validation process done use the common Aiken's V method used in study quantitative For measure consistency and agreement between assessor to an item.

The following table serve results Aiken's V calculation of each aspect in guidelines interview .

Table 3.5. Validity Guidelines Interview

NO.	ASPECT/COMPONENT	VAL 1	VAL 2	VAL 3	Aiken's V	KET
1	Clarity objective interview	4	-	4	1	Very high
2	Compliance question with objective interview	3	-	4	0.83	Very high
3	Question easy understood by respondents	3	-	4	0.83	Very high
4	Language used communicative and polite	3	-	4	0.83	Very high

5	Coverage aspect important in Society	4	-	3	0.83	Very high
6	Relevance guidelines interview with the context of the Alley Society	4	-	4	1	Very high

Validation results content to guidelines interview show that all over component get Aiken's V value which includes in "Very High" category , indicating that instrument the own validity very good content and can used without modification big . Two aspects get score Aiken's V is perfect at 1.00, that is “ *Clarity objective interview* ” and “ *Relevance guidelines interview with context public hallway* ” . This show existence consensus full from the experts that second aspect it is very relevant and appropriate target .

Temporary that , four aspect others — namely “ *Conformity question with objective interview* ” , “ *Questions easy understood by respondents* ” , “*The language used communicative and polite* ” , and “ *Coverage aspect important in society* ” — obtain Aiken's V value is 0.83, which is also still is at in very high category . Although its value A little more low , thing This No show existence weakness substantial , but rather room repair small , for example in aspect clarity editorial or depth context .

With an average Aiken's V being in the range of 0.89, it can be concluded that guidelines interview This own degrees validity very adequate and decent content For used in the process of collecting field data , especially in context public hallway as focus study .

Validator suggests use question open and attentive behavior subject study .

4. Practical Results Based on Response Users

a. Based on Limited Trials

Evaluation done with use questionnaire consisting of from question related indicator clarity , relevance , impact , practicality , appropriateness , suggestions. Each respondents requested For give evaluation to every indicator with scale of 1 to 5, where 1 means Strongly Disagree and 5 means Strongly Agree. The results of evaluation This Then analyzed using Aiken's V for know level agreement between respondents .

Table 4.1. Trial Results

No.	Tested Indicators	Average Rating (1-4)	Aiken's V	Conclusion
1.	Clarity	3.6	0.8	Very Practical
2	Relevance	3.8	0.9	Very Practical

3	Impact	3.7	0.85	Very Practical
4	Practicality	3.5	0.75	Practical
5	Compliance	3.6	0.8	Very Practical
6	Suggestion	3.4	0.7	Enough Practical

The table above show trial results limited For evaluate **practicality** content broadcast based on a number of indicators , namely **clarity** , **relevance** , **impact** , **practicality** , and **advice** . Each indicator assessed use questionnaire with scale of 1 to 5, where 1 means **Strongly Disagree** and 5 means **Strongly Agree** . Assessment results show that **clarity** and **relevance** content get the average values were 3.6 and 3.8 respectively with **Aiken's V** 0.8 and 0.9, which indicates level excellent **practicality** . **Impact** content get Aiken's V value of 0.85, which also indicates level very **high** practicality . For **practicality** , the average value of 3.9 with Aiken's V 0.85 indicates that very **practical** content For implemented . Suggestions given by respondents produce greater value low (Aiken's V 0.75), which shows that although There is some areas that need repaired , in overall the result Enough **practical** . In conclusion , the content broadcast the considered very **practical** in prevention of bullying, with a number of room For repair based on the suggestions given .

b. Based on Group Trials

Trials group done with use questionnaire containing a number of question related with six the indicators above . Each respondents give evaluation to every indicator with scale of 1 to 5. After that , the result evaluation every respondents the average is calculated and analyzed use **Aiken's V** For know level agreement between respondents to practicality content broadcast .

Group Trial Results

No.	Tested Indicators	Average Rating (1-4)	Aiken's V	Conclusion
1.	Clarity	3.7	0.85	Very Practical
2.	Relevance	3.8	0.9	Very Practical
3.	Impact	3.6	0.82	Very Practical
4,	Practicality	3.5	0.8	Practical
5.	Compliance	3.7	0.85	Very Practical
6.	Suggestion	3.4	0.75	Enough Practical

The table above show results **trials group** to various indicator content broadcast with use questionnaire containing six indicator related . Every respondents give evaluation against each indicator with scale of 1 to 5, and the results analyzed use **Aiken's V** For measure level agreement between respondents . Trial results group show that **clarity , relevance , impact , and practicality** get very high Aiken's V values , ranging from 0.85 to 0.9, respectively , indicating that content broadcast This is very **practical** and relevant . **Its suitability is** also assessed Enough tall with Aiken's V 0.8, indicating that content broadcast Enough in accordance with need audience . However , the **advice** given get higher Aiken's V value low (0.75), which shows that Still There is room For improvement in part this . In a way overall , the test results group show that content broadcast it is very **practical** , though There is a number of necessary improvements carried out on the suggestions given .

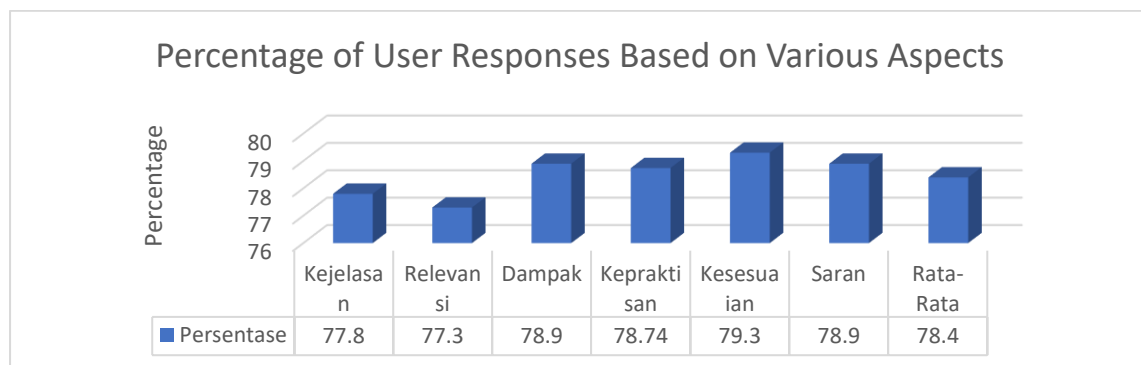
Based on trial results limited involving 18 respondents , can concluded that content developed radio broadcasts For prevent bullying behavior in society hallway assessed practical , relevant , and impactful positive . High Aiken's V results in most big indicator show level good deal from respondents about effectiveness content broadcast .

Indicator relevance and appropriateness get mark highest , which means that the content developed is very appropriate with objective bullying prevention and can accepted with well by the audience . Although There is some suggestions for improvements in the suggestion aspect , in general overall , the test results show that content this radio broadcast own strong potential For used as tool education in prevent bullying behavior in society hallway .

With results this , Researcher can continue study For repair content broadcast more carry on based on suggestions given by respondents as well as ensure that content the can accepted in a way effective by the community hallway .

c. Based on Field Trials

Study This aim For measure to what extent users give response to various related aspects with experience they in use content broadcast . Aspects evaluated covering Clarity , Relevance , Impact , Practicality , Suitability , and Suggestions provided by users . Graphics following This describe percentage response users based on aspects said , giving clear picture about assessment and feedback return received to elements being tested in study This .



research results are displayed in the graph above show percentage response users based on various aspects that have been analyzed . There are five aspects that are evaluated , namely

Clarity , Relevance , Impact , Practicality , and Suitability , as well as Suggestions provided by users .

From the results obtained , it can be seen that aspects that get response highest is Compliance , with percentage by 79.3%. Followed by Suggestions and Impacts , each of which recorded percentage of 78.9% and 78.8%. Aspect Practicality own almost the same value equivalent , namely 78.74%. Meanwhile, Clarity and Relevance get little value more low , each with percentage of 77.8% and 77.3%.

Average percentage response users from all over aspect is 78.4%, indicating that in a way Overall , the response given tend positive with A little variation between aspects . In terms of overall , can concluded that response users to various aspects studied Enough well , with suitability and advice as the two most valued aspects .

B. DISCUSSION

1. Validity

Evaluation results to book guide show existence high consensus among experts about quality and relevance from book This reflects the that aspects tested generally accepted with Good in context study education . Among aspects evaluated , suitability and relevance objective book guide show confession strong from the experts that objective very relevant book with need community . Research previously also showed that focus on appropriate goals with demands public can increase quality education .

In this aspect suitability content with need education public signify there is room For repair more carry on in match content education with need society . This is in line with findings that integration practice more education directed going to need society is very important For increase effectiveness material (Arifah et al., 2023) .

Evaluation about aspect quality material about bullying and prevention strategies show that material the considered relevant and useful , which is expected results in context education that focuses on issues social . Communicative approach in convey information , as indicated by the value For aspect the language used , shows importance use easy language understood For increase understanding public to complex topic .

From the side structure and flow presentation content signify that although considered Already okay , still There is lack in matter systematics presentation that can repaired . Compliance book guide with P3SPS KPI principles get mark maximum and shows that book This fully committed to the necessary standardization in delivery material effective education .

Creativity presentation content also becomes element important , though the result varies with show potential development more continue . This is indicates that innovation in delivery information education , such as use media variations , not yet fully utilized For reach optimal results in education public (Arifin et al., 2021) .

Condition flexibility book For used in various community , hinting that book This Enough adaptive , but Possible need more Lots adjustment For various context local . With Thus ,

evaluation comprehensive This give outlook valuable For development more carry on from book guides , especially in effort increase relevance , affordability , and effectiveness learning in society .

In a way overall , results evaluation This No only give description about quality moment This from book guide , but also offers steps concrete For development more further that can push greater understanding and application wide from principles existing educational in context public .

Based on results listed evaluations all aspects being evaluated , describing level high agreement among experts related content broadcast . Assessment This covers a number of aspect crucial matters concerning substance , language and style communication , technical broadcasting , as well as culture local and values social . Every aspect show level relevance and good quality , as proven through acquisition significant Aiken's V value .

Aspect substance show that the experts evaluate the material presented in content broadcast Enough relevant and have good quality . In line with research that underlines importance validation content in education , where quality material be one of criteria main For effective delivery . Although There is minor variations in evaluation substance , in a way overall considered adequate For objective education , reflecting that content broadcast the fulfil expectations set by experts .

Aspect language and style communication also gets encouraging value , This is show that style language used in content broadcast considered Enough effective and easy understood by the intended audience . The use of language that meets standard This important For optimize understanding and delivery information among society , in line with findings that state that clear and precise communication can increase efficiency education public (Fenny Purwani et al., 2024; Rochaeni et al., 2024) .

Aspect technical broadcasting in content broadcast This rated very good . Handling effective technical can ensure that content broadcast can accepted and used optimally by the community , and things This underline importance aspect technical in every material educational , as expressed other researchers who emphasize the need method optimal teaching in serve material .

Finally , the aspect culture local and values social get highest Aiken's V value , assessment This highlight that content broadcast succeed integrate values local in context education . This integration is crucial in adapt material education to be more relevant with characteristics and needs public local , which has proven important For increase effectiveness teaching in context culture certain (Andini & Sirozi, 2024; Lathifah et al., 2024; Ristanti, 2024) .

In a way overall , results evaluation This No only show validity content , but also indicates that researchers has consider in a way deep aspects important that contributes to effectiveness education , according to with recommendation from existing literature about strengthening delivery context- and culture - based education local .

Based on results analysis validity content with use Aiken's V formula , obtained that all over aspect in instrument questionnaire own classified values in "Very High" category . This is show that instrument it is very worthy used in research . Research previously show that analysis validity content , including Aiken's V, is effective method For evaluate support and validity from instruments developed , including in context study health and psychology (Subhaktiyasa, 2024) .

In research This is the Assessment Scale Aspect get The highest Aiken's V value indicates agreement full between assessor to clarity and accuracy scale used . Aspects others , such as General and Content Evaluation Questionnaire , showing that substance of questionnaire items has in accordance with indicator theoretical expectations , which are in line with practice , as well as importance stage planning and analysis in development questionnaire For ensure validity and reliability (Hidayati et al., 2017) .

Although Thus , the aspect of " Need Fixed For Enhanced " gain mark lowest . Findings This show that even though the questionnaire items deemed valid in terms of general , still there is room For repairs on parts editorial or clarity technical questionnaire items . In the context of this research emphasize importance expert analysis For increase validity content questionnaire with give constructive feedback to existing items (Hendryadi, 2017) .

Aiken's mean value confirms that instrument questionnaire own degrees validity very high content . This is prove that instrument the can used in the data collection process without modification significant . Rigidity in the validation process , as shown by other studies in context questionnaire , very important For ensure quality of data obtained (Saadah et al., 2022; Subhaktiyasa, 2024) . Therefore that , with consider all aspects that have been analyzed , results validation This give belief that instrument questionnaire Ready used in study furthermore .

Validation results content obtained in study This show Aiken's V value which is in category "Very High", which indicates that instrument guidelines interview own validity very good content . Two aspects have been get score perfect Aiken's V namely " Clarity objective interview " and " Relevance guidelines interview with context public hallway " , reflecting that second aspect it is very relevant and appropriate target . Research previously carried out by Astiwi et al. find that mark validity content in development instrument evaluation show close results perfect , confirm reliability use of Aiken's V in evaluate instrument measurement (Astiwi et al., 2020) . Findings This emphasize importance clarity and relevance in development instrument study as well as consistent results with Kusuma et al's study , which also emphasized importance clarity in instruments used in the environment academic (Kusuma et al., 2023) .

Four aspect others — namely " Conformity question with objective interview " , " Questions easy understood by respondents " , "The language used communicative and polite " , and " Coverage aspect important in society "— achieve mark A little more low than two aspects previously , value This Still is at in very high category , which indicates that No there is weakness substantial , but only There is room small For repairs . Some study underline importance evaluate results validity content with approach similar , which shows that values

above 0.80 indicate good validity in context measurement academic (Utami et al., 2024b; Valentina Sahra & Aisiah, 2023) .

The average Aiken's V value obtained of 0.89 supports conclusion that guidelines interview This own degrees validity very adequate and decent content used in field data collection . This in line with research that reports that use of Aiken's V gives clear insight about level validity instruments in progress investigated (Utami et al., 2024b) .. Discovery This demonstrate how Aiken's V can become effective tool in ensure quality and accuracy instrument research in various discipline science , including education .

So, the study This No only confirm validity instruments used but also benefits for development instrument future research come . With support from study previous , results This can direct researchers For consider elements key in design effective and responsive instruments to context faced by society hallway in study This .

2. Practicality

Study This aim For evaluate response users to content designed broadcast For prevent bullying behavior , giving very valuable insight related effectiveness the material presented . In an effort bullying prevention , education own role important in form behavior and attitudes individuals , especially among vulnerable children and adolescents to influence environment social . Theories education like theory learning social from Bandura (1977) stated that behavior studied through observation and interaction with other people. Therefore that , content that can inspiring awareness as well as give understanding regarding bullying is very necessary , so that individuals own readiness For face as well as prevent it .

In research In this , the five aspects evaluated — Clarity , Relevance , Impact , Practicality , and Appropriateness — are indicator main in understand How users evaluate content these and to what extent they are feel content This useful . Aspects Conformity , which achieves percentage highest s shows that broadcast content considered in harmony with needs and expectations users in context bullying prevention . Conformity in matter This referring to relevance material with experience reality faced by individuals in environment social them . According to Bandura, modeling relevant behavior with situation daily increase opportunity individual For imitate and apply what has been studied . Therefore that , content that reflects problems that exist around they be very effective in create change positive behavior .

aspect also gets percentage high , showing that users feel that content the give ideas or recommendations that can be help they face or prevent bullying behavior . This shows that users No only passive accept information , but they are also active give bait constructive feedback . This is in line with study previously revealed importance involvement active users in the process of learning and change attitude (Ttofi & Farrington, 2011). With give room for suggestions, bullying prevention programs can Keep going develop and adapt with need audience .

Aspect Impact reflect influence positive from broadcast content . The intended impact is change attitude or experienced behavior users after exposed to the material said . Research previously

show that intervention designed education with Good can in a way significant reduce bullying incidents (Ttofi & Farrington, 2011). Therefore that , the findings This give description that content broadcast the succeed reach the goal For implant understanding and change behavior among his audience .

Aspect Practicality get almost the same value equivalent with aspect Impact , which indicates that content the considered easy implemented in life everyday . Practicality in context This important Because although content bullying prevention is very valuable , if No can implemented with easy by individuals , then objective prevention the will difficult achieved . Theories like theory reception technology (TAM) proposed by Davis (1989) explains that convenience use be one of determining factors how much big reception to something technology or intervention . Therefore that , content that can with easy understood and applied will more effective in increase participation active public in bullying prevention .

Although Clarity (77.8%) and Relevance (77.3%) are in a higher position . low , second aspect This still show response positive from users . Clarity become very important thing , especially when convey related messages with issue sensitive such as bullying . Easy content understood by various circles , including children and teenagers , it is very necessary for the message to be conveyed can accepted with good . Meanwhile that , Relevance still important although get mark lowest , because For ensure content delivered still related with bullying issues that are developing in society .

In a way overall , average percentage response users reaching 78.4 % shows positive attitude to content existing broadcasts . This is reflect that content the succeed fulfil expectation audience in matter relevance , impact , practicality , and appropriateness with need they . With mark highest in aspect Suitability and Suggestion, we can see that users feel content the No only relevant , but also provides they chance For contribute in increase program quality . Research more carry on required For evaluate impact term long from content this and how content the can Keep going develop For reach larger audience wide and diverse .

Implications , Limitations and Potential Study Advanced

Study This show importance use content multiplatform based radio broadcasts in prevent bullying, especially in society crowded hallway residents and with limitations source power . High validation results and practicality show that content This own potential For implemented in a way broad and effective . Implications practically is that broadcast media , especially radio, can made into tool education For increase awareness public about the dangers of bullying and how to prevention . This also shows that collaboration between various stakeholders interests , including the media, government , and society , are very important in implementing a successful bullying prevention program .

However , research This own a number of necessary limitations be noted . First , research This only focus on one community in Makassar City, so that the result Possible No fully can generalized to other communities with different characteristics . Second , although content broadcast show high practicality , there is room For repair in matter design and presentation , especially related with presentation more material creative and interesting . Third , research

This No covers form intervention others , such as training direct or based programs school , which can enrich results bullying prevention .

Study furthermore can explore application of content models broadcast this is in society with characteristics different , for example in the area rural or more community diverse in a way social and cultural . In addition , it is necessary done evaluation more carry on about impact term long from content broadcast in prevent bullying, including change behavior among exposed audience . Research continuation can also be develop approach more interactive through digital technology that combines element gamification or social media For strengthen impact education .

Conclusion

Study This succeed develop and evaluate content Multiplatform radio broadcasts as a strategy for preventing bullying in society Makassar City alley . Validation results show that developed content own level very high validity , with evaluation positive from the experts about substance , language , technical broadcasting , and integration culture local . Aspect practicality also gets very good results , showing that content This accepted with well received by the audience and considered relevant as well as effective in convey message bullying prevention .

However , even though the result encouraging , research This own limitations , especially related with focus on one community and not involving intervention based school or training direct . Research advanced can expand coverage study to a more diverse society diverse and exploratory impact term long as well as implementation digital technology for enrich approach education .

In a way overall , research This give contribution important in use of broadcast media as tool education social , especially in preventing bullying. Research results This expected can become base For development more carry on in create environment more social safe and supportive , with media as means main in prevention of bullying in society .

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